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JANUARY-MARCH 1965

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CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

• **Fruit**

• **Juices**

• **Drinks**

AND OTHER PRODUCTS

CPFJ-160

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections; and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

June 1965

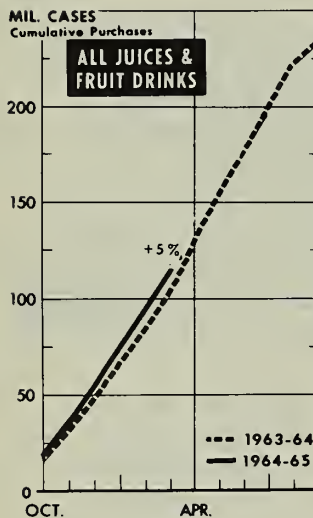
CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
JANUARY-MARCH 1965

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

Data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons; hence, totals by quarters are for 12 weeks, and by seasons, for 48 weeks. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

Consumer purchases of reported fruit juices and drinks averaged 20.7 million cases (ready-to-drink basis) per month in January-March 1965. This was an increase of 5 percent, or 1 million cases per month, over the corresponding quarter of 1964. Prices paid were down moderately, however, and consumer expenditures held at the year-earlier level.



The purchase gains and price declines were largely accounted for by increased use and lower prices for orange and grapefruit products. This in turn reflected larger orange and grapefruit crops and an increase in utilization of the fruits in production of citrus products.

Purchase of frozen concentrated orange juice, the dominant product, were up 48 percent from a year earlier to average 5 million gallons per month, the heaviest rate since the December 1962 freeze. Prices were down 21 percent to a postfreeze low.

Purchases of chilled orange juice were up 29 percent; canned orange juice, up 14 percent; and canned grapefruit juice, up 29 percent. Prices paid for these items were down 7 to 15 percent. Purchases of prune juice increased moderately, but use of other noncitrus juices declined 8 percent.

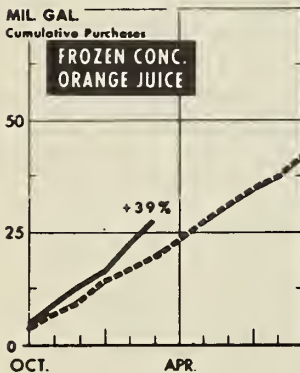
The upturn in use of canned fruit drinks was reversed in January-March with purchases down 11 percent from a year earlier. Further, use of frozen concentrated fruit drinks was off 25 percent.

Total purchases of juices in January-March were up 15 percent--2 million cases per month--from a year earlier, while use of fruit drinks was off 14 percent or 1 million cases per month. As a result, juices accounted for 71 percent of all fruit juices and drinks bought for home consumption compared with 65 percent in the same quarter of 1964. Although prices paid for juices were down moderately to 5.3 cents per 6-ounce serving, total expenditures for them were up 6 percent, or \$3.2 million per month. In contrast, prices paid for fruit drinks held at 4 cents per serving, and the amount consumers spent for them was down 16 percent, or \$3.2 million per month.

Purchases of canned grapefruit sections rose 17 percent over the preceding January-March, and chilled citrus salad and section purchases were up 33 percent. Retail movement of fresh oranges stayed at the year-earlier level, but movement of fresh grapefruit rose 16 percent.

FROZEN CONCENTRATED JUICES

Movement of FCOJ Gaining Momentum



Consumers bought more frozen concentrated orange juice in January-March 1965 (the second quarter of the 1964-65 reporting year) than in any other quarter since the December 1962 freeze. This one product accounted for 29 percent of all fruit juices and drinks bought for home use during the quarter--an increase in market share of 8 percentage points over a year earlier. ^{1/} These changes were associated with the largest orange crop and the heaviest production of the concentrate since the freeze. (See tables 1, 16-19 and figures 7-9.)

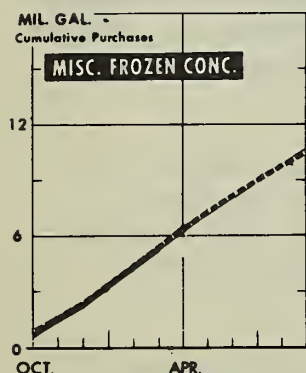
Purchases in January-March averaged 48 percent or 1.6 million gallons more per month than in the corresponding period a year earlier, and were close to equaling the 1957-61 average for the quarter. About 25 percent of the Nation's families bought in each of the 3 months compared with 21 percent a year earlier. In addition, the average size of purchase--30 6-ounce servings per month--was the largest recorded in the postfreeze period.

^{1/} To compute purchases on a single-strength equivalent basis, frozen concentrated fruit juices are converted at 4 to 1; frozen concentrated fruit drinks, at 4.5 to 1. The latter is an approximation since the detail of purchase by product is not available. Cases are the equivalent of 24 No. 2 cans . . . 432 ounces per case, except 480 ounces for canned grapefruit sections.

Prices paid for frozen concentrated orange juice were down 21 percent from a year earlier to 21.7 cents per 6-ounce can. Buying family expenditures (\$1.60 per month) were the lowest in 2 years, but since more families bought, total outlay was up 18 percent, or \$3.5 million per month.

October-March cumulative purchases were ahead of the same period of 1963-64 by 39 percent, or 7.8 million gallons. (See figure in margin.) Cumulative expenditures were up 17 percent.

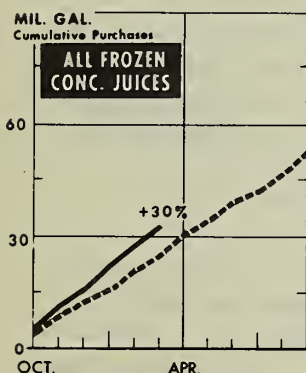
Use of Miscellaneous Frozen Concentrated Juices Steady



In contrast to the increases for frozen concentrated orange juice, January-March purchases of all other frozen concentrated juices totaled the same as in corresponding months of 1964. Size of purchase (20 servings per month) was larger, but this was offset by a decrease in the number of families that bought. (See tables 8, 16-19 and figure 8.)

Prices paid for the product group averaged 20.7 cents per 6-ounce can, about the same as in the preceding 18 months. Cumulative purchases and expenditures in the first half of 1964-65 also held at the year-earlier level.

Retail Movement of Total Frozen Concentrated Juices Up Sharply

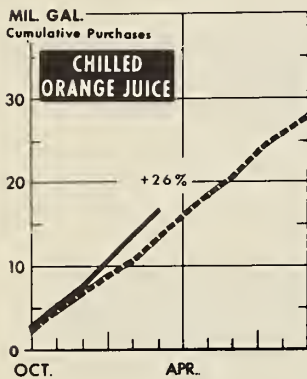


The total quantity of all frozen concentrated juices bought for household use in January-March 1965 exceeded the year-earlier volume by 37 percent, or 1.6 million gallons per month. On the other hand, canned single-strength juices, and canned and frozen concentrated fruit drinks were bought in lesser volume. As a result, the frozen concentrated juice share of the household market for fruit juices and drinks rose from 26 percent in January-March 1964 to 35 percent in January-March 1965. (See tables 9, 18 and 19 and figures 7 and 9.)

Consumption of these juices has been heavy thus far in 1964-65, and cumulative purchases through March were 30 percent or 7.7 million gallons ahead of the same 6 months of 1963-64. (See figure in margin.) Cumulative expenditures were up 14 percent.

SINGLE-STRENGTH JUICES

Chilled Orange Juice Sales Rise to a New High



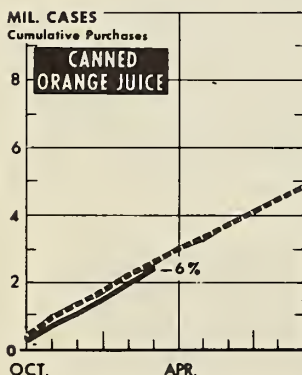
Consumer purchases and expenditures for chilled orange juice in January-March were record high for this 8-year series. The heavier movement was a result of more buyers than previously recorded, and was associated with the lowest retail prices since mid-1963. (See tables 2, 16-19 and figures 7-9.)

Monthly purchases were 29 percent or 668,000 gallons above those in January-March 1964 and were slightly larger than 2 years earlier, the previous high quarter. The proportion of families buying--6.6 percent per month--was up about 1 percentage point. Furthermore, the average size of purchase--18 6-ounce servings per month--also was moderately larger.

Retail prices, at 44.8 cents per quart, were off 7 percent from the same quarter a year earlier. Buying family expenditures--\$1.38 per month--were down slightly, but with more families in the market, total consumer outlay was up 21 percent.

October-March cumulative purchases were up 26 percent--3.4 million gallons--and cumulative expenditures up 20 percent from corresponding months of 1963-64.

Canned Orange Juice Has Stronger Market

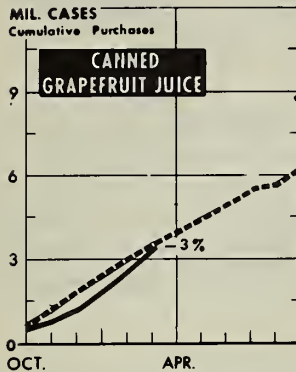


The downturn in purchases of canned single-strength orange juice was halted in January-March when increases in number of buyers and size of purchase resulted in the heaviest retail movement since mid-1963. However, the gain in purchases was not as great as the decline in prices and expenditures (both per family and total) were down. (See tables 3, 16-19 and figures 7-9.)

Explanatory details of the rise in movement--13 percent or 56,000 cases per month--include increases in purchase size to 14 servings per month, and in number of buyers to 4.4 percent of the Nation's families. Prices remained on the decline, dropping from a record high of 58.7 cents per 46-ounce can in October to a 2-year low of 46.2 cents in March. The January-March average of 47.9 cents was off 15 percent from a year earlier.

Buying family expenditures (86 cents per month) were the lowest for more than a year, and total consumer outlay was off 4 percent from a year earlier. October-March cumulative purchases were down 6 percent--150,000 cases--and cumulative expenditures, 10 percent.

Purchases of Canned Grapefruit Juice Rise to 10-Year High

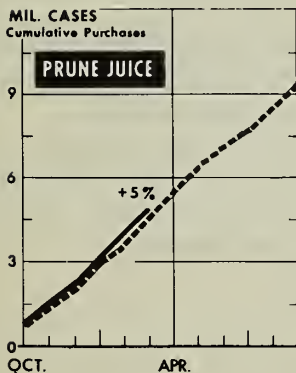


Prices paid for canned single-strength grapefruit juice dropped sharply in the first 6 months of the 1964-65 reporting year, and purchases rose from a record low in December to virtually a 10-year high in March. These changes were associated with an increase in production, more families buying, and a larger size of purchase, which in March was the greatest recorded in this 16-year series. (See tables 4, 16-19 and figures 7-9.)

More specifically, January-March purchases were nearly double those of the preceding quarter and were up 29 percent--168,000 cases per month--from a year earlier. Most of the gain occurred in March when prices dropped to 32.5 cents per 46-ounce can, the lowest recorded since shortly after the December 1962 freeze. The January-March average price of 35.4 cents was down 23 percent from the preceding quarter and 10 percent from a year earlier. Family expenditures were up a little to 85 cents per month, and total January-March outlay was up 16 percent.

Cumulative purchases in the first half of 1964-65 were off 3 percent--103,000 cases--from the same period of a year earlier, reflecting slow movement in October-December. Cumulative expenditures were down 2 percent.

Prune Juice Sales Continue Uptrend



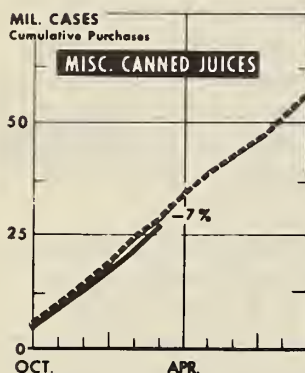
Consumers bought more prune juice in January-March than in any other quarter reported in this 16-year series. Prices were the lowest since 1958, however, and consumer outlay, per family as well as total, was not as great as a year earlier. (See tables 5, 16-19 and figures 7-9.)

Monthly purchases in the quarter were up 3 percent, or 24,000 cases, from the corresponding period of 1964. The gain was a result of an increase in purchase size to 13 6-ounce servings per month, tempered by a slight decline in the number of families buying.

Retail prices were down 5 percent to 38.6 cents per quart. Hence, buying family expenditures (96 cents per month) were a little below those of other months in recent years, and total consumer outlay was off 2 percent or \$100,000 per month.

Purchases in the first half of 1964-65 were up 5 percent, 234,000 cases, from a year earlier. (See figure in margin.) Consumer outlay, however, stayed about the same.

Use of Miscellaneous Canned Juices Continues to Slip

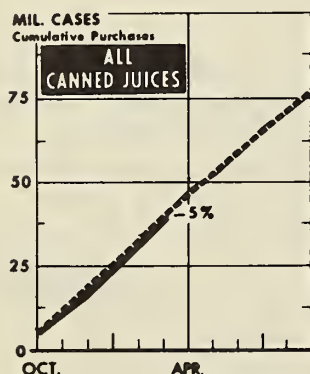


Retail movement of miscellaneous canned single-strength juices, such as apple, grape, pineapple, and tomato, continued slow in January-March. Fewer buyers and a smaller size of purchase accounted for the decline. (See tables 7, 16-19 and figures 7-9.)

Purchases in January-March were off 8 percent--403,000 cases per month--from a year earlier; the proportion of families buying dropped 2 percentage points to 34 percent; and purchase size was down slightly to 17 servings per month. Retail prices held at 32 cents per 46-ounce can, and as usual, were below those reported for other juices.

The average buyer spent 71 cents per month for these products--moderately less than a year earlier. Moreover, the quarter's total expenditure was off 8 percent. Cumulative purchases in the first half of 1964-65 lacked 7 percent, or 2.1 million cases, of equaling the year-earlier volume.

Fewer Families Serve Canned Juices



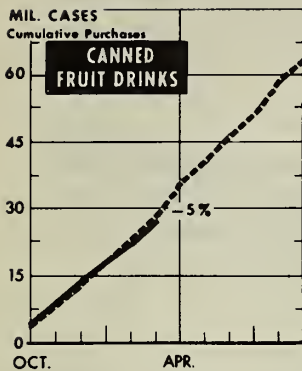
The total quantity of canned single-strength juices purchased for home use in January-March was slightly smaller than the year-earlier volume or the 1957-61 average for the quarter. Retail movement also was slow in the preceding quarter, and cumulative purchases through March of the current reporting year were down 5 percent, or 2.1 million cases, from the same period of 1963-64. (See tables 11, 16-19 and figures 7-9.)

The loss in sales was a result of fewer families buying, since the average size of purchase (20 servings per month) held constant. Retail prices averaged 36.5 cents per 46-ounce can--slightly less than in either the preceding quarter or a year earlier. Those families who continued to buy spent 97 cents per month for canned juices--an amount within 2 or 3 cents of monthly expenditures in the preceding 2 years.

FRUIT DRINKS

Sales of Canned Fruit Drinks Slowing

Retail purchases of canned single-strength fruit drinks in January-March were off 11 percent or 580,000 cases per month from a year earlier. Only once before (July-September 1962) in this 6-year series did purchases



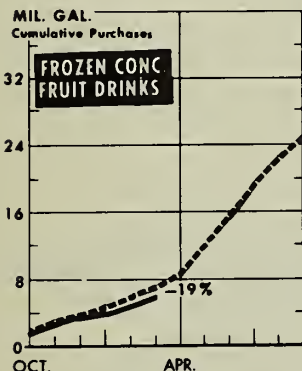
fail to increase over year-earlier levels. This type of fruit drink accounted for 23 percent of all fruit drinks and juices bought in the quarter compared with 27 percent a year earlier. (See tables 12, 15-19 and figures 7-9.)

The decline in sales from the preceding January-March was brought about by a decrease in number of buyers from 26 to 23 percent of the Nation's families. Purchase size (26 6-ounce servings per month) held about the same.

Retail prices, which averaged 31.7 cents per 46-ounce can, were slightly lower. Consequently, buying family expenditures dipped to \$1.08 per month, and total outlay for the quarter dropped 12 percent or \$2 million per month.

Cumulative purchases in the first half of 1964-65 were off 5 percent--1.4 million cases--from comparable 1963-64; cumulative expenditures were off 6 percent.

Market for Frozen Concentrated Fruit Drinks Diminishes



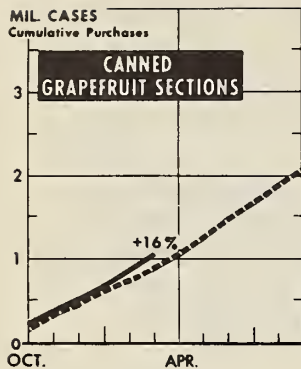
Household purchases of frozen concentrated fruit drinks were down about one-fourth--293,000 gallons per month--from January-March 1964. This represented the smallest volume of purchases recorded in the 2 years for which data are available. Movement also was slow in the preceding quarter, and cumulative purchases in the first half of 1964-65 dropped 19 percent--1.4 million gallons--from the year before. (See tables 9, 15-19 and figures 7 and 9.)

Retail prices were down 9 percent to 14.4 cents per 6-ounce can, and as usual, were below those paid for other fruit drinks or juices. Consumer expenditures for frozen fruit drinks in October-March were well below 1963-64 levels.

CITRUS SECTIONS AND SALADS

Gains for Canned Grapefruit Sections

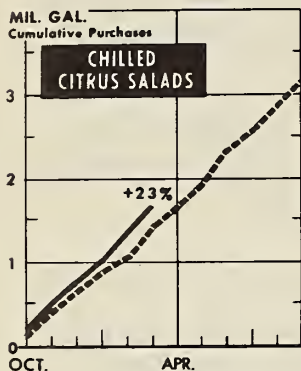
Purchases of canned grapefruit sections were up 17 percent--26,000 cases per month--from January-March 1964, when retail movement was about the slowest recorded in this 9-year series. (See tables 6, 17-19 and figures 7-9.)



The increase reflected more families buying coupled with a larger size of purchase. Prices were down 5 percent to 25.9 cents per No. 303 can--the lowest reported for more than a year. The typical buyer spent 79 cents for grapefruit sections, about the same as in the year-earlier quarter.

October-March cumulative purchases rose 16 percent, and expenditures 14 percent, over the comparable period of the preceding year. Nevertheless, retail movement remained below and prices above prefreeze levels.

Marked Increased in Sales of Citrus Salads

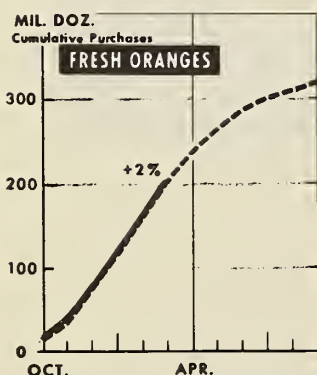


January-March retail purchases of chilled citrus salads and sections were up 33 percent and prices paid down 11 percent from the same months a year earlier. This represented the heaviest movement and the lowest price recorded since the December 1962 freeze. (See tables 10 and 17-19.)

The gain in purchases stemmed from an increase in number of buyers and the largest size of purchase reported in the 2½ years that data are available. October-March cumulative purchases were up 23 percent, and expenditures up 16 percent, from year-earlier levels.

FRESH ORANGES AND GRAPEFRUIT

Orange Sales Hold Steady



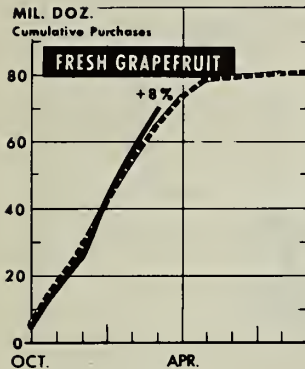
The number of families that bought oranges in January-March 1965 was the largest since prefreeze days. However, this gain was offset by a smaller size purchase, and retail movement for the quarter held at the year-earlier level. Indications are for a larger orange crop than in 1963-64, and for an increase in the quantity used, both absolute and relative, in production of juices and other products. (See tables 13, 17-19 and figures 7-9.)

Purchase details for January-March include an increase over a year earlier in number of buyers from 39 to 40 percent of the Nation's families; a decrease in size of purchase from 24 to 22 oranges; and a rise of 6 percent in retail price to 61 cents per dozen. The typical buyer spent \$1.14 per month for fresh oranges--more than in any month of the 2 preceding years.

Cumulative purchases in the first half of 1964-65 were up 2 percent--4 million dozen--from the same period of 1963-64. (See figure in margin.) Since prices also

were higher, cumulative expenditures were up 7 percent.

More Families Buy Fresh Grapefruit



The Nation's housewives bought more fresh grapefruit in January-March 1965 than in any quarter of the 2 preceding years. The indicated crop for 1964-65 is the largest since the freeze, but is below earlier years. As for oranges, use of grapefruit for processing--both absolute and relative--exceeds year-earlier levels. (See tables 14, 17-19 and figures 7-9.)

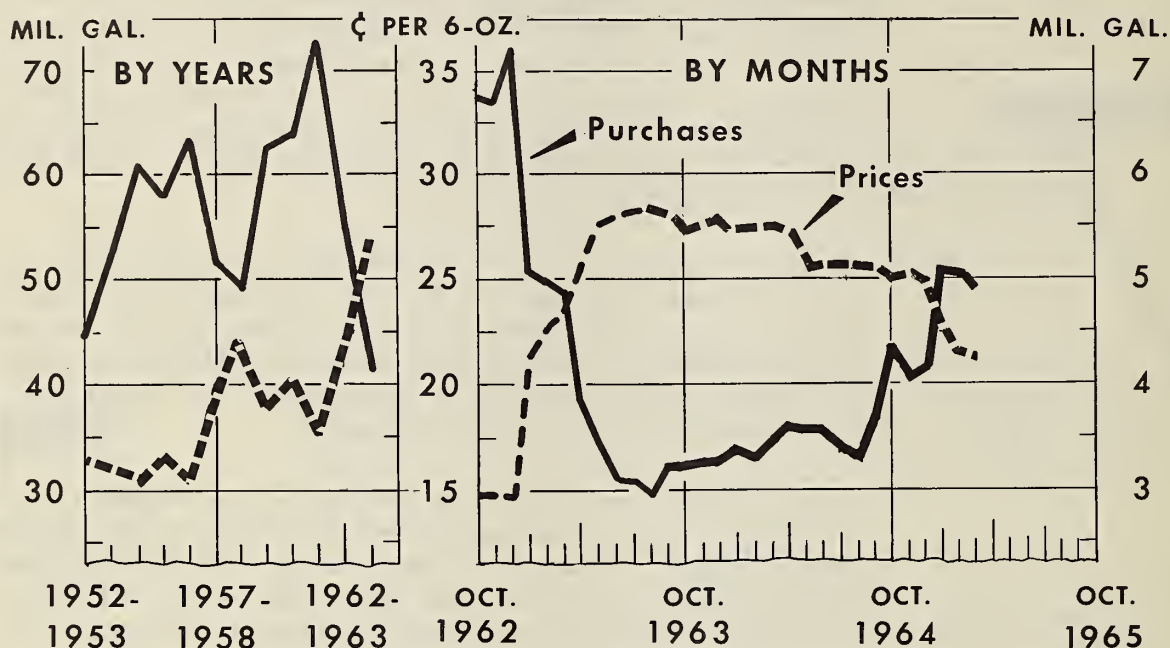
Purchase volume in the quarter was up 16 percent--2 million dozen per month--from a year earlier. A rise in the number of buyers from 26 percent to 28 percent of the Nation's households, combined with an increase in purchase size from 10 to 11 grapefruit per month accounted for the heavier movement.

Retail prices were down 11 percent from a year earlier to \$1 per dozen--the lowest recorded since the freeze. Nevertheless, consumer outlay was up moderately from January-March 1964 and was above 1959-60 levels, the last prefreeze year for which data are available.

October-March cumulative purchases rose 8 percent--5.3 million dozen--over a year earlier, and consumer outlay increased slightly.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

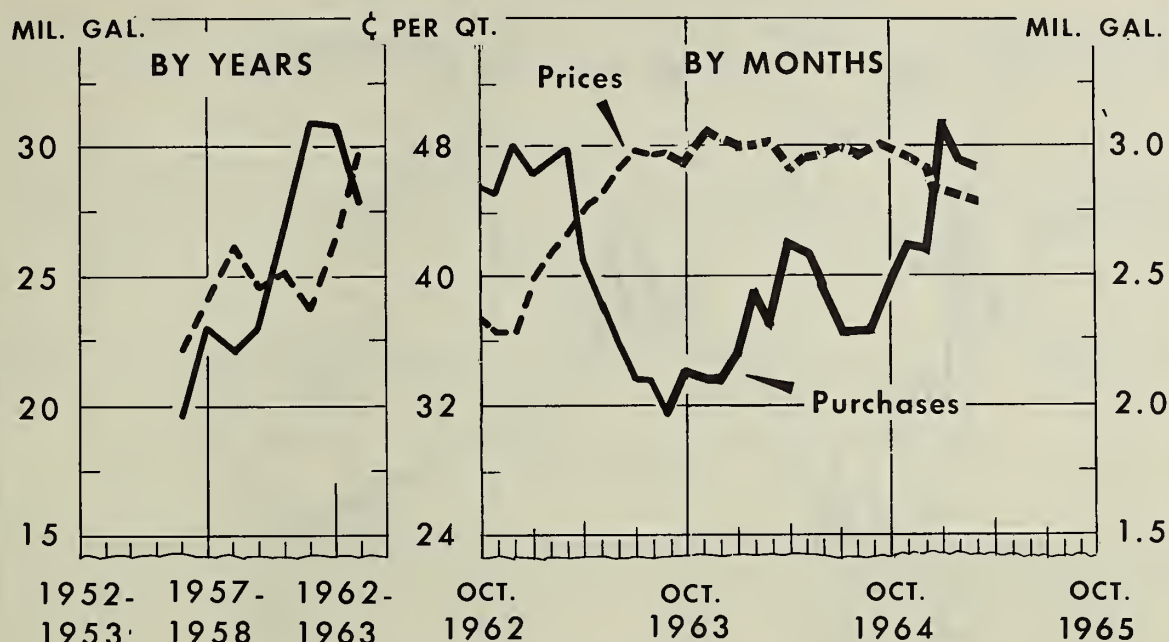
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	3,238	4,369	20.5	23.0	36.4	42.6	19.7	27.7	25.0
Nov.	4,970	3,263	4,090	20.4	23.1	36.9	39.6	19.9	27.4	25.2
Dec.	4,996	3,240	4,163	20.3	23.2	36.4	40.0	19.6	27.8	24.9
Oct.-Dec.	15,077	9,741	12,622	---	---	---	---	---	27.6	25.0
Jan.	5,312	3,398	5,076	21.4	25.3	36.0	44.9	19.6	27.3	22.8
Feb.	5,207	3,283	5,046	20.4	25.8	36.4	43.7	19.6	27.4	21.3
Mar.	5,172	3,494	4,931	20.5	25.5	38.3	43.6	19.6	27.4	21.1
Jan.-Mar.	15,691	10,175	15,053	---	---	---	---	---	27.4	21.7
Apr.	5,147	3,649		20.7		39.5		19.3	27.0	
May	4,941	3,572		20.5		39.3		19.3	25.7	
June	4,740	3,551		19.8		39.4		19.5	25.7	
Apr.-June	14,828	10,772		---		---		---	26.1	
July	4,601	3,349		19.1		39.0		19.6	25.6	
Aug.	4,580	3,290		19.6		38.0		19.8	25.6	
Sept.	5,111	3,728		21.4		39.2		19.6	25.4	
July-Sept.	14,292	10,367		---		---		---	25.5	
Season	59,888	41,055		---		---		19.6	26.6	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

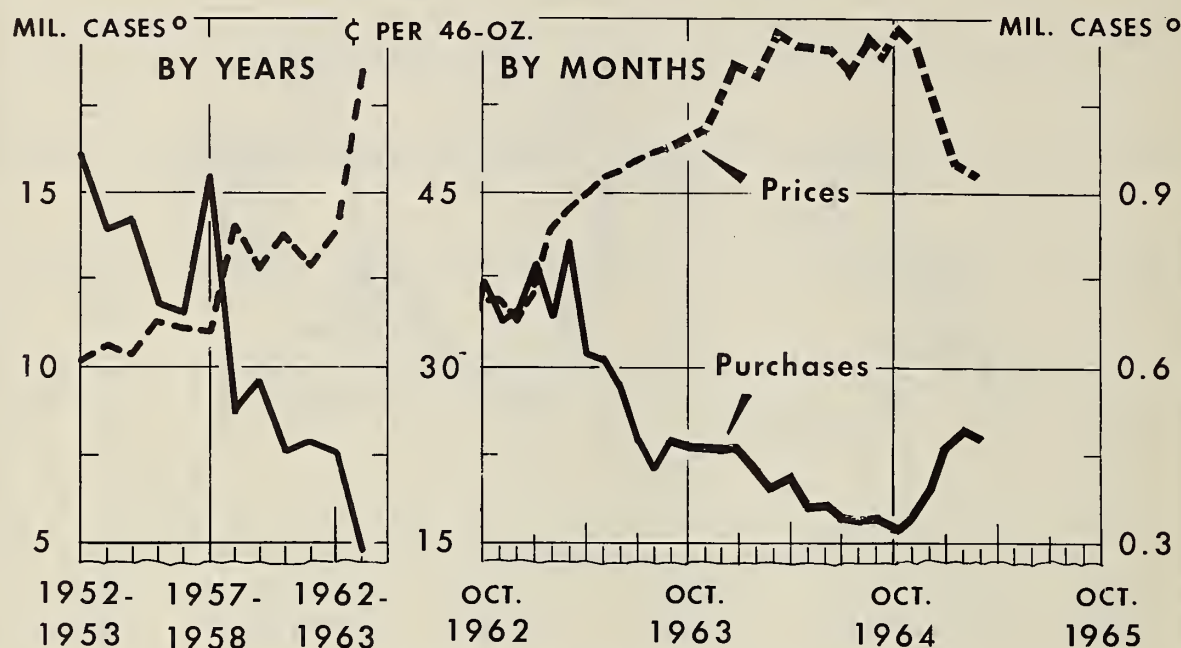
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,144	2,475	5.1	5.3	97.5	103.4	39.7	47.3	47.8
Nov.	2,017	2,074	2,627	4.7	5.8	102.4	103.7	40.2	48.5	47.6
Dec.	1,911	2,097	2,604	4.7	5.4	99.0	105.9	40.0	48.1	46.6
Oct.-Dec.	5,878	6,315	7,706	---	---	---	---	---	48.0	47.3
Jan.	2,098	2,197	3,051	5.4	6.8	91.9	98.8	39.1	47.9	45.0
Feb.	2,288	2,440	2,946	5.5	6.7	98.9	97.4	38.7	47.9	45.0
Mar.	2,267	2,276	2,919	5.2	6.4	98.7	98.8	39.6	48.1	44.4
Jan.-Mar.	6,653	6,913	8,916	---	---	---	---	---	48.0	44.8
Apr.	2,239	2,677		6.1		97.7		39.3	46.4	
May	2,339	2,565		5.6		103.0		38.7	47.4	
June	2,291	2,412		5.3		99.9		38.3	47.7	
Apr.-June	6,869	7,654		---		---		---	47.2	
July	2,064	2,282		5.1		100.0		39.1	48.0	
Aug.	1,901	2,296		4.8		107.6		39.6	47.2	
Sept.	1,974	2,290		5.0		102.8		39.6	48.0	
July-Sept.	5,939	6,868		---		---		---	47.7	
Season	25,339	27,750		---		---		39.3	47.7	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

\circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

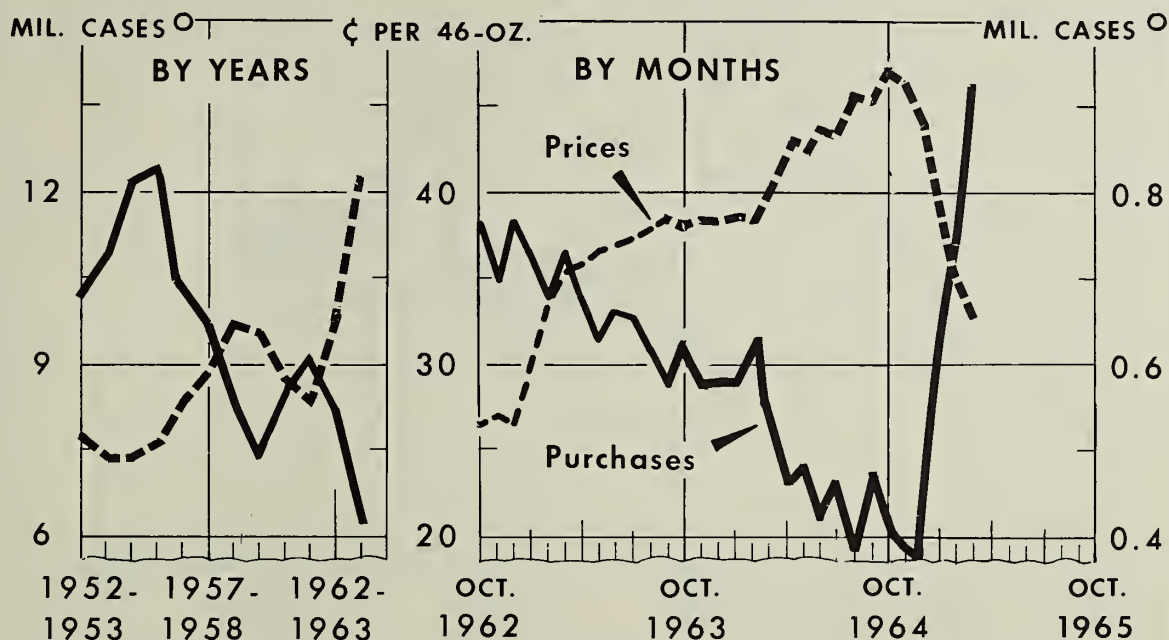
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	455	323	4.5	3.0	78.5	82.5	37.8	50.2	58.7
Nov.	808	456	327	4.3	3.4	84.4	76.7	37.7	51.4	57.8
Dec.	754	450	392	4.4	3.8	79.3	77.1	38.1	53.7	53.8
Oct.-Dec.	2,414	1,361	1,042	---	---	---	---	---	51.8	56.8
Jan.	892	453	446	4.4	4.2	79.5	81.8	37.0	56.0	50.6
Feb.	909	415	497	4.3	4.4	77.0	86.3	37.5	55.4	47.0
Mar.	915	376	470	3.8	4.5	78.8	79.8	37.5	58.5	46.2
Jan.-Mar.	2,716	1,244	1,413	---	---	---	---	---	56.6	47.9
Apr.	881	401		4.2		77.1		37.8	57.7	
May	838	365		3.8		73.5		37.9	57.5	
June	806	362		3.5		80.5		37.7	57.5	
Apr.-June	2,525	1,128		---		---		---	57.6	
July	764	337		3.5		76.0		38.5	55.5	
Aug.	708	331		3.4		74.6		39.0	57.6	
Sept.	709	339		3.4		75.1		39.9	57.4	
July-Sept.	2,181	1,007		---		---		---	56.8	
Season	9,836	4,740		---		---		38.0	55.5	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

\circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

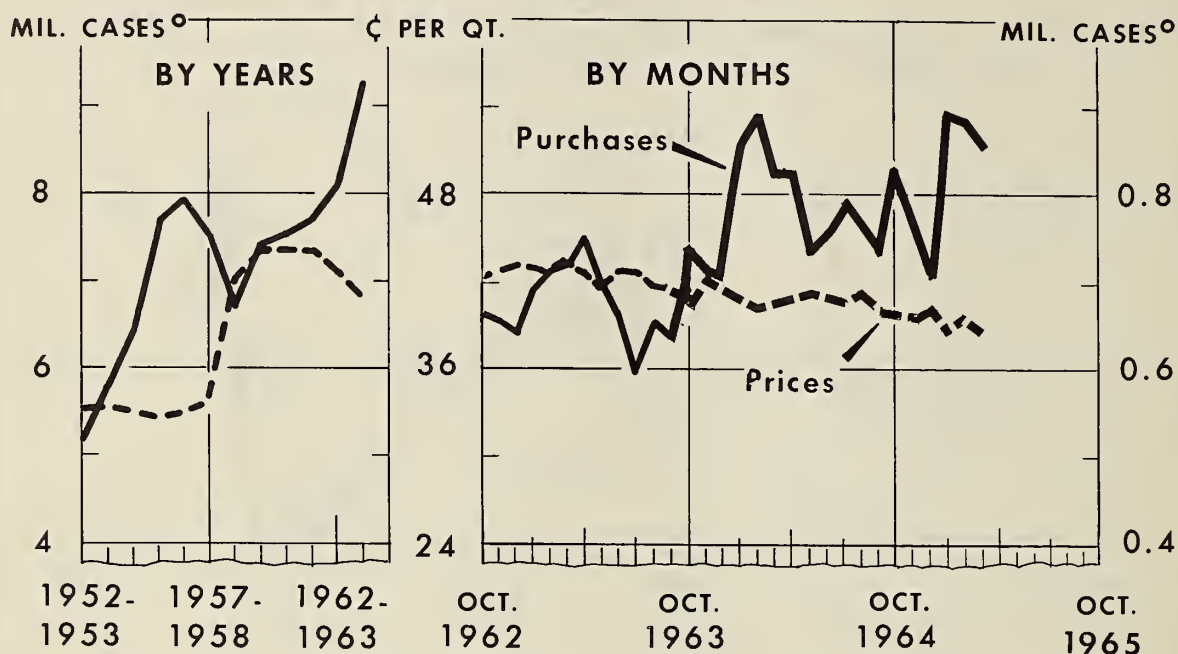
Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	620	404	4.9	3.3	97.2	93.1	30.3	37.9	47.3
Nov.	683	566	379	4.6	3.5	96.7	82.6	30.7	38.4	46.5
Dec.	643	576	371	4.7	3.4	95.1	83.3	30.4	38.3	44.1
Oct.-Dec.	2,098	1,762	1,154	---	---	---	---	---	38.2	46.0
Jan.	755	575	613	4.5	4.7	99.1	100.7	30.1	38.9	38.8
Feb.	715	636	738	4.8	5.3	99.6	106.8	30.4	38.5	34.9
Mar.	738	549	914	4.6	5.6	93.5	124.3	30.1	40.3	32.5
Jan.-Mar.	2,208	1,760	2,265	---	---	---	---	---	39.2	35.4
Apr.	793	461		4.0		89.4		29.1	42.8	
May	781	484		4.2		88.8		28.9	42.5	
June	714	427		3.8		86.3		29.2	43.5	
Apr.-June	2,288	1,372		---		---		---	42.9	
July	632	464		3.8		92.8		30.3	42.9	
Aug.	683	389		3.4		87.6		29.9	45.3	
Sept.	663	474		3.8		96.4		30.3	45.1	
July-Sept.	1,978	1,327		---		---		---	44.4	
Season	8,572	6,221		---		---		30.0	40.8	

$\frac{1}{2}$ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR. \circ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541

ECONOMIC RESEARCH SERVICE

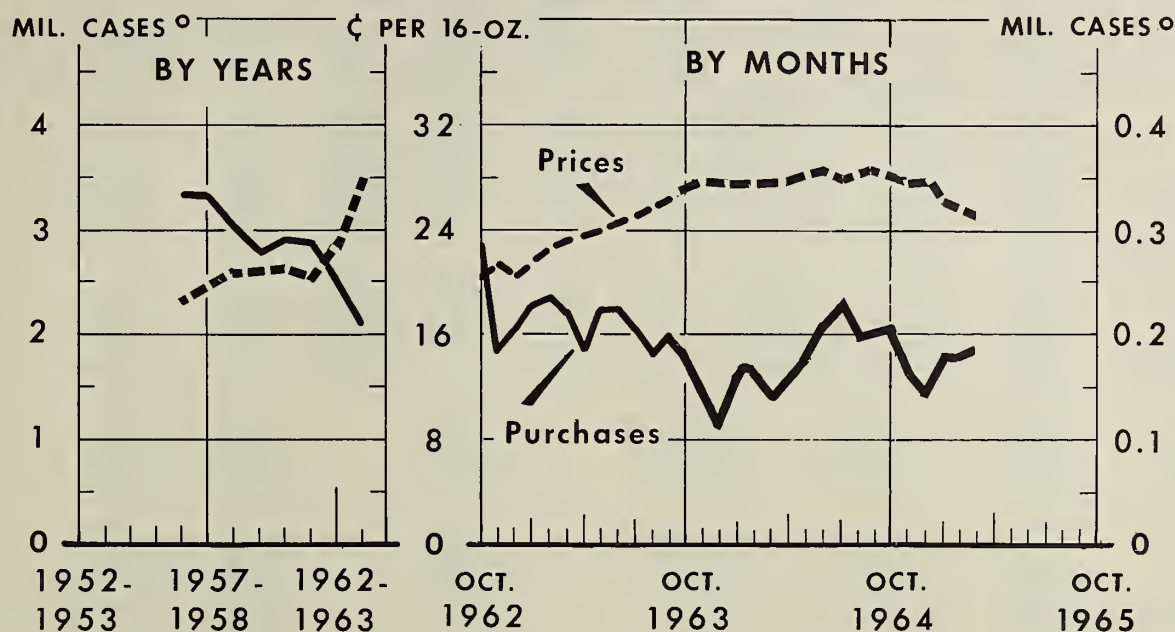
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	731	826	7.3	8.0	77.6	78.4	39.9	40.8	39.9
Nov.	598	708	776	7.2	7.6	76.1	79.2	40.5	42.0	39.3
Dec.	599	706	706	7.3	7.2	74.5	75.4	40.8	41.6	40.1
Oct.-Dec.	1,829	2,145	2,308	---	---	---	---	---	41.5	39.8
Jan.	652	856	893	8.4	8.5	78.3	80.0	40.9	40.7	38.3
Feb.	653	888	890	8.7	8.2	78.9	81.2	41.4	40.5	39.0
Mar.	654	824	856	8.6	8.5	73.5	76.0	41.5	40.5	38.6
Jan.-Mar.	1,959	2,568	2,639	---	---	---	---	---	40.6	38.6
Apr.	602	826		8.0		78.1		41.7	40.8	
May	607	734		7.4		75.8		41.8	41.1	
June	600	756		7.4		77.7		41.7	40.9	
Apr.-June	1,809	2,316		---		---		---	40.9	
July	571	791		7.8		76.9		41.7	40.6	
Aug.	569	763		7.4		78.9		41.6	41.1	
Sept.	602	734		7.2		78.5		41.7	40.0	
July-Sept.	1,742	2,288		---		---		---	40.6	
Season	7,339	9,317		---		---		41.3	40.9	

$\frac{1}{2}$ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid Δ



Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

° EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period $\frac{1}{2}$	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	183	201	3.2	3.6	49.4	47.2	20.0	27.0	28.0
Nov.	249	143	161	2.9	2.6	43.0	52.5	20.3	27.8	27.7
Dec.	192	111	146	2.4	2.5	39.8	48.7	20.5	27.6	27.8
Oct.-Dec.	752	437	508	---	---	---	---	---	27.5	27.8
Jan.	245	164	179	3.1	3.3	45.8	46.0	20.2	26.9	26.4
Feb.	239	159	179	2.7	3.0	49.7	49.4	20.2	27.6	25.9
Mar.	225	142	184	2.9	3.0	41.4	51.5	20.4	27.5	25.5
Jan.-Mar.	709	465	542	---	---	---	---	---	27.3	25.9
Apr.	227	162		3.1		44.2		20.3	27.9	
May	233	176		3.4		44.3		20.4	28.1	
June	255	207		3.6		49.8		20.5	28.2	
Apr.-June	715	545		---		---		---	28.1	
July	264	234		3.9		51.4		20.7	27.6	
Aug.	253	199		3.3		52.1		20.4	28.2	
Sept.	284	200		3.1		55.5		20.4	28.2	
July-Sept.	801	633		---		---		---	28.0	
Season	2,977	2,080		---		---		20.4	27.7	

$\frac{1}{2}$ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 1/

Period <u>2/</u>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	4,391	5,041	4,545	34.3	32.6	114.1	105.9	29.8	30.6	31.9
Nov.	4,535	4,619	4,563	34.1	33.8	103.6	102.3	29.9	31.5	32.3
Dec.	4,247	4,705	4,368	35.2	33.0	102.8	100.4	30.3	31.8	32.9
Oct.-Dec.	13,173	14,365	13,476	---	---	---	---	30.0	31.3	32.4
Jan.	5,340	5,106	4,661	36.8	34.1	107.4	102.9	29.8	32.0	32.2
Feb.	5,867	5,140	4,622	36.3	34.2	108.2	101.8	29.8	31.8	32.0
Mar.	6,242	4,982	4,736	36.6	35.0	105.2	102.1	30.0	31.9	31.8
Jan.-Mar.	17,449	15,228	14,019	---	---	---	---	29.9	31.9	32.0
Apr.	5,605	4,759		34.9		104.8		30.5	33.1	
May	5,510	4,668		34.4		103.8		30.2	32.9	
June	5,171	4,433		33.8		100.4		30.8	32.8	
Apr.-June	16,286	13,860		33.8		---		30.5	32.9	
July	4,720	4,328		32.2		101.4		31.4	32.6	
Aug.	4,740	4,256		32.0		100.9		31.5	31.5	
Sept.	4,748	4,220		31.3		102.2		31.7	32.1	
July-Sept.	14,208	12,804		---		---		31.5	32.1	
Season	61,116	56,257		---		---		30.5	32.0	

TABLE 8.--MISCELLANEOUS FROZEN CONCENTRATED JUICES: Consumer purchases, percentage of families buying, purchases per buying family and average price paid, October 1962 to date 3/

Period <u>2/</u>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	gallons	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	675	932	905	---	6.6	---	30.6	18.2	20.7	21.1
Nov.	643	853	823	6.1	6.4	32.1	28.9	18.2	21.2	21.7
Dec.	676	725	725	6.0	6.1	27.8	26.8	17.9	21.4	21.8
Oct.-Dec.	1,994	2,510	2,453	---	---	---	---	18.1	21.1	21.5
Jan.	1,027	981	976	7.8	7.4	28.9	29.5	18.2	21.3	20.9
Feb.	1,082	1,007	917	8.0	6.7	28.8	30.7	19.0	21.0	20.8
Mar.	1,106	944	1,033	7.6	7.4	28.5	31.4	19.1	21.6	20.4
Jan.-Mar.	3,215	2,932	2,926	---	---	---	---	18.8	21.3	20.7
Apr.	1,161	1,102		8.1		30.4		19.2	21.1	
May	1,208	828		6.6		28.5		19.4	21.5	
June	975	834		6.9		27.4		20.3	21.0	
Apr.-June	3,344	2,764		---		---		19.6	21.2	
July	903	800		6.3		28.8		20.3	21.1	
Aug.	872	832		6.3		29.6		20.6	20.6	
Sept.	822	794		6.3		28.7		21.0	21.2	
July-Sept.	2,597	2,426		---		---		20.6	21.0	
Season	11,150	10,632						19.3	21.1	

1/ Includes citrus blends, and canned juices other than orange, grapefruit and prune. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. 3/ Includes citrus blends, and frozen concentrated juices other than orange.

Equivalent cases of 24 No. 2 cans ... 432 ounces per case.

Table 9.--TOTAL FROZEN CONCENTRATED FRUIT JUICES, AND FRUIT DRINKS: Consumer purchases and prices paid, October 1962 to date

Period ^{1/}	Total frozen concentrated juices					Total frozen concentrated drinks				
	Purchases			Prices paid per 6-ounce can		Purchases			Prices paid per 6-ounce can	
	1962- : 1963	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1962- : 1963	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965
	gallons	gallons	gallons	Cents	Cents	gallons	gallons	gallons	Cents	Cents
Oct.	1,000	1,000	1,000			1,000	1,000	1,000		
Nov.	7,394	4,170	5,274	26.1	24.3	---	1,504	1,225	14.7	13.9
Dec.	7,312	4,116	4,913	26.1	24.6	---	1,077	1,020	15.5	14.4
Oct.-Dec.	7,891	3,965	4,888	26.6	24.4	---	917	782	15.2	14.4
	22,597	12,251	15,075	26.3	24.5	---	3,498	3,027	15.1	14.2
Jan.	6,093	4,379	6,052	26.0	22.5	---	1,201	882	15.9	14.4
Feb.	6,065	4,290	5,963	25.9	21.2	---	1,126	782	16.0	14.4
Mar.	5,961	4,438	5,964	26.2	21.0	---	1,131	915	15.5	14.4
Jan.-Mar.	18,119	13,107	17,979	26.0	21.6	---	3,458	2,579	15.8	14.4
Apr.	4,962	4,751		25.6		1,458	1,545		15.0	
May	4,601	4,400		24.9		2,519	3,247		12.2	
June	4,044	4,385		24.8		3,623	3,360		11.6	
Apr.-June	13,607	13,536		25.1		7,600	8,152		12.9	
July	3,952	4,149		24.7		4,477	4,281		11.5	
Aug.	3,803	4,122		24.6		3,682	2,999		11.4	
Sept.	4,044	4,522		24.7		2,386	2,073		12.2	
July-Sept.	11,799	12,793		24.7		10,545	9,353		11.7	
Season	66,122	51,687		25.5		(18,145)	24,461		13.0	

Table 10.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average price paid, October 1962 to date ^{2/}

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 32-ounce jar		
	1962- : 1963	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1962- : 1963	1963- : 1964	1964- : 1965
	gallons	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
	1,000	1,000	1,000							
Oct.	311	194	227	1.0	1.3	43.9	40.3	63.0	77.9	74.2
Nov.	394	256	279	1.3	1.6	47.4	41.6	61.6	68.9	72.7
Dec.	326	222	256	1.2	1.4	45.3	42.6	62.4	71.3	72.1
Oct.-Dec.	1,031	672	762	---	---	---	---	62.3	72.7	73.0
Jan.	295	222	290	1.2	1.4	44.5	48.6	64.8	76.1	68.4
Feb.	298	251	314	1.2	1.5	49.6	48.4	70.2	75.8	66.9
Mar.	286	224	323	1.3	1.6	41.8	46.4	72.5	74.6	66.6
Jan.-Mar.	879	697	927	---	---	---	---	69.2	75.5	67.3
Apr.	284	280		1.3		51.5		75.0	74.5	
May	258	338		2.1		37.6		76.8	74.6	
June	180	312		1.9		39.3		77.5	76.2	
Apr.-June	722	930		---		---		76.4	75.1	
July	144	288		1.4		46.4		80.7	75.5	
Aug.	134	260		1.4		41.8		82.6	75.8	
Sept.	119	225		1.2		45.5		82.5	74.1	
July-Sept.	397	773		---		---		81.9	75.1	
Season	3,029	3,072		---		---		70.2	74.6	

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. ^{2/} These estimates, as for all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying, estimates for chilled salads particularly should be used with caution.

Table 11.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average	1963-	1964-	1963-	1964-	1963-	1964-	Average	1963-	1964-
	1957-61	1964	1965	1964	1965	1964	1965	1957-61	1964	1965
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,847	6,098	41.5	39.0	128.2	118.5	---	35.6	37.8
Nov.	6,495	6,349	6,045	41.3	40.3	117.8	114.2	---	36.8	37.7
Dec.	6,152	6,437	5,837	41.8	39.1	117.7	113.2	---	37.0	38.0
Oct.-Dec.	19,379	19,633	17,980	---	---	---	---	---	36.5	37.8
Jan.	6,931	6,990	6,613	44.2	41.2	122.0	121.3	---	37.4	37.1
Feb.	6,940	7,079	6,747	43.8	41.7	123.4	121.8	---	37.1	36.6
Mar.	7,015	6,731	6,976	43.9	43.3	118.4	122.2	---	37.3	35.8
Jan.-Mar.	20,886	20,800	20,336	---	---	---	---	---	37.3	36.5
Apr.	6,875	6,447		41.8		118.5		---	38.6	
May	6,817	6,251		40.4		117.8		---	38.2	
June	6,454	5,978		40.0		114.2		---	38.4	
Apr.-June	20,146	18,676		---		---		---	38.4	
July	6,013	5,920		38.9		115.2		---	38.2	
Aug.	5,892	5,739		38.6		112.9		---	37.6	
Sept.	5,995	5,767		37.8		115.8		---	37.9	
July-Sept.	17,900	17,426		---		---		---	37.9	
Season	78,311	76,535		---		---		---	37.5	

Table 12.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average	1963-	1964-	1963-	1964-	1963-	1964-	Average	1963-	1964-
	1959-61	1964	1965	1964	1965	1964	1965	1959-61	1964	1965
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	4,630	4,723	23.6	23.0	152.2	154.0	32.0	32.0	31.6
Nov.	2,577	3,990	4,222	21.9	21.6	143.2	149.6	32.8	32.2	32.0
Dec.	2,635	4,224	4,263	21.9	22.0	150.2	145.3	32.3	32.8	32.5
Oct.-Dec.	8,070	12,844	13,208	---	---	---	---	---	32.3	32.0
Jan.	3,235	5,094	4,854	25.0	23.0	156.0	158.4	31.8	32.1	31.4
Feb.	3,362	5,624	4,903	26.5	23.4	164.0	158.4	31.9	32.1	31.8
Mar.	3,408	5,471	4,692	26.5	23.1	160.3	154.4	31.7	32.1	31.8
Jan.-Mar.	10,005	16,189	14,449	---	---	---	---	---	32.1	31.7
Apr.	3,558	5,957		28.4		162.4		31.7	31.8	
May	3,758	6,213		29.1		165.2		31.7	31.7	
June	4,027	5,980		28.6		160.3		31.3	31.4	
Apr.-June	11,343	18,150		---		---		---	31.6	
July	4,007	6,201		28.6		165.8		30.8	30.9	
Aug.	3,486	5,498		25.8		164.1		31.1	31.0	
Sept.	3,233	4,937		23.2		162.2		31.5	31.6	
July-Sept.	10,726	16,636		---		---		---	31.2	
Season	40,144	63,819		---		---		31.7	31.8	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 24 cans ... 432 ounces per case.

Table 13.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <u>1/</u>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per dozen		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	12,673	13,527	15.4	16.2	17.8	17.7	62.4	62.3	67.1
Nov.	24,791	20,614	22,962	24.9	25.8	17.9	18.8	48.6	59.7	56.4
Dec.	42,444	40,586	41,422	40.8	41.4	21.4	21.2	49.4	55.8	58.7
Oct.-Dec.	80,123	73,873	77,911	---	---	---	---	51.2	59.3	60.7
Jan.	27,332	42,660	40,496	39.2	38.7	23.3	22.0	67.3	57.5	59.9
Feb.	25,296	43,928	43,868	39.5	41.2	23.8	22.4	72.9	57.4	61.4
Mar.	20,699	41,937	44,093	38.0	40.7	23.7	22.8	74.6	57.6	61.5
Jan.-Mar.	73,327	128,525	128,457	---	---	---	---	71.6	57.5	60.9
Apr.	18,016	35,406		32.7		23.1		77.4	61.2	
May	16,790	28,964		28.1		22.0		75.3	58.3	
June	13,997	21,673		21.8		21.3		68.6	56.3	
Apr.-June	48,803	86,043		---		---				
July	12,232	12,900		13.9		19.7		61.0	61.3	
Aug.	10,091	9,994		10.5		20.1		61.8	61.4	
Sept.	11,491	10,122		11.3		19.1		58.3	64.0	
July-Sept.	33,814	33,016		---		---				
Season	236,067	321,457		---		---		63.5	58.5	

Table 14.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <u>1/</u>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per dozen		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grapefruit	Grapefruit	Cents	Cents	Cents
Oct.	5,796	6,410	4,661	19.2	15.0	7.2	6.6	96.5	117.3	131.6
Nov.	10,570	10,203	10,612	23.4	24.9	9.4	9.0	87.4	110.4	111.0
Dec.	11,349	10,760	11,334	23.5	24.2	9.8	9.9	88.4	109.5	109.7
Oct.-Dec.	27,715	27,373	26,607	---	---	---	---	89.7	112.4	117.4
Jan.	9,217	12,880	14,300	27.1	28.3	10.2	10.6	106.2	110.7	100.6
Feb.	10,191	13,057	14,514	26.8	27.6	10.5	11.1	106.8	110.8	98.9
Mar.	9,963	12,027	15,201	25.5	28.6	10.1	11.2	108.6	117.2	100.4
Jan.-Mar.	29,371	37,964	44,015	---	---	---	---	107.2	112.9	100.0
Apr.	8,933	8,375		19.1		9.4		115.6	137.0	
May	5,946	4,370		11.8		7.9		133.2	154.2	
June	2,663	2,454		7.4		7.0		163.5	158.6	
Apr.-June	17,542	15,199		---		---				
July	765	1,028		3.3		6.5		167.4	155.2	
Aug.	466	726		2.6		5.9		166.2	160.5	
Sept.	836	559		2.2		5.5		136.9	172.1	
July-Sept.	2,067	2,313		---		---				
Season	76,695	82,849		---		---		107.1	119.8	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 15.--Equivalent single-strength purchases of orange and grapefruit juices, other juices, and fruit drinks, October 1962 to date 1/

Period 2/	Orange and grapefruit juices 3/				Other juices 4/				Canned single-strength fruit drinks				Frozen concentrated fruit drinks				Total all products			
	1962- cases	1963- cases	1964- cases	1965- cases	1962- cases	1963- cases	1964- cases	1965- cases	1962- cases	1963- cases	1964- cases	1965- cases	1963- cases	1964- cases	1965- cases	1966- cases	1963- cases	1964- cases	1965- cases	Change from 1963-64
Monthly																				
Oct.	10,320	5,547	6,637	6,331	5,851	6,876	6,443	6,430	3,304	4,630	4,723	1,974	1,598	19,027	19,401					+2.0
Nov.	10,110	5,504	6,331	6,331	5,949	6,338	6,314	3,990	2,905	3,990	4,222	1,407	1,329	17,239	18,196					+5.6
Dec.	10,903	5,486	6,468	6,270	5,684	6,270	5,933	4,224	2,859	4,224	4,263	1,201	1,023	17,181	17,687					+2.9
Oct-Dec:	31,333	16,537	19,436	19,484	17,484	19,484	18,690	13,208	9,068	13,208	13,208	4,582	3,950	53,447	55,284					+3.4
Jan.	8,363	5,706	7,978	8,088	7,250	7,124	6,711	5,094	4,176	5,094	4,854	1,553	1,153	19,477	20,696					+6.3
Feb.	8,132	5,664	8,088	8,092	7,865	7,221	6,599	5,624	4,594	5,624	4,903	1,448	1,024	19,957	20,614					+3.3
Mar.	8,192	5,739	8,092	8,092	8,272	6,925	6,816	5,471	4,703	5,471	4,692	1,480	1,210	19,615	20,810					+6.1
Jan-Mar:	24,687	17,109	24,158	24,158	23,387	21,270	20,126	16,189	13,473	16,189	14,449	4,481	3,387	59,049	62,120					+5.2
Apr.	6,547	5,979	7,730	7,730	7,330	6,891	6,443	5,957	5,075	5,957	4,854	2,018	1,553	20,845	22,831					
May	5,962	5,842	7,641	7,641	7,865	6,383	6,331	6,213	5,169	6,213	4,903	1,448	1,024	22,831	24,817					
June	5,526	5,712	6,985	6,985	6,985	6,177	6,177	5,980	5,035	5,980	4,692	1,480	1,210	22,430	24,416					
Apr-June:	18,035	17,533	22,356	22,356	22,356	19,451	18,690	16,150	15,279	18,150	14,449	4,481	3,387	66,106	70,063					
July	5,354	5,446	6,384	6,384	6,384	6,067	6,443	6,201	5,600	6,201	4,854	1,553	1,153	23,540	25,526					
Aug.	5,120	5,299	6,424	6,424	6,424	6,005	6,331	5,498	5,241	5,498	4,903	1,448	1,024	20,878	22,864					
Sept.	5,438	5,910	6,354	6,354	6,354	5,895	6,270	4,937	4,509	4,937	4,692	1,480	1,210	19,531	21,517					
July-Sept:	15,912	16,655	19,162	19,162	19,162	17,967	18,690	16,636	15,350	16,636	14,449	4,481	3,387	63,949	68,903					
Cumulative																				
Oct.	10,320	5,547	6,637	6,637	5,851	6,876	6,443	4,630	3,304	4,630	4,723	1,974	1,598	19,027	19,401					+2.0
Nov.	20,430	11,051	12,968	12,968	11,800	13,214	12,757	8,620	6,209	8,620	8,945	3,381	2,927	36,266	37,597					+3.7
Dec.	31,333	16,537	19,436	19,436	17,484	19,484	18,690	12,844	9,068	12,844	13,208	4,582	3,950	53,447	55,284					+3.4
Jan.	39,696	22,243	27,414	27,414	24,734	26,608	25,401	17,938	13,244	17,938	18,062	6,135	5,103	72,924	75,980					+4.2
Feb.	47,828	27,907	35,502	35,502	32,599	33,829	32,000	23,562	17,838	23,562	22,965	7,583	6,127	92,881	96,594					+4.0
Mar.	56,020	33,646	43,594	43,594	40,871	40,754	38,816	29,033	22,541	29,033	27,657	9,063	7,337	112,496	117,404					+4.4
Apr.	62,567	39,625	47,645	47,645	48,601	47,645	44,401	34,990	27,616	34,990	34,990	11,081	9,063	133,341	138,305					
May	68,529	45,467	54,028	54,028	56,242	54,028	50,000	41,203	32,785	41,203	41,203	15,474	12,611	156,172	161,772					
June	74,055	51,179	60,205	60,205	63,227	60,205	56,000	47,183	37,820	47,183	47,183	20,035	16,611	178,602	185,237					
July	79,409	56,625	66,272	66,272	69,611	66,272	61,000	53,384	43,420	53,384	53,384	25,861	21,937	202,142	209,020					
Aug.	84,529	61,924	72,277	72,277	76,035	72,277	66,000	58,882	48,661	58,882	58,882	32,726	29,937	223,020	230,957					
Sept.	89,967	67,834	78,172	78,172	82,389	78,172	71,000	63,819	53,170	63,819	63,819	32,726	29,937	242,551	250,487					

1/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1; frozen concentrated fruit drinks, marketed at various concentrations, at 4.5 to 1. The latter is an approximation, since the product mix, which varies widely by season, is not known. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled, and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 16.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1963 to date ^{1/}

Month and year 2/	Frozen concentrated juices 3/				Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Frozen concen- trated fruit drinks 3/	Average all items		
	Orange		Misc. 4/			Average	Orange	Grape- fruit	Prune				Misc. 4/	Average
	Cents	Cents	Cents	Cents										
1963-64														
October	6.9	5.2	6.5	8.9	6.5	4.9	7.6	4.0	4.6	4.2	3.3	5.0		
November	6.8	5.3	6.5	9.1	6.7	5.0	7.9	4.1	4.8	4.2	3.5	5.2		
December	7.0	5.4	6.6	9.0	7.0	5.0	7.8	4.1	4.8	4.3	3.5	5.2		
January	6.8	5.3	6.5	9.0	7.3	5.1	7.6	4.2	4.9	4.2	3.6	5.2		
February	6.8	5.2	6.5	9.0	7.2	5.0	7.6	4.1	4.8	4.2	3.7	5.1		
March	6.8	5.4	6.6	9.0	7.6	5.3	7.6	4.2	4.9	4.2	3.5	5.2		
April	6.8	5.3	6.4	8.7	7.5	5.6	7.6	4.3	5.0	4.1	3.4	5.1		
May	6.4	5.4	6.2	8.9	7.5	5.5	7.7	4.3	5.0	4.1	2.7	4.7		
June	6.4	5.2	6.2	8.9	7.5	5.7	7.7	4.3	5.0	4.1	2.5	4.7		
July	6.4	5.3	6.2	9.0	7.2	5.6	7.6	4.3	5.0	4.0	2.5	4.5		
August	6.4	5.2	6.2	8.8	7.5	5.9	7.7	4.1	4.9	4.0	2.5	4.6		
September	6.4	5.3	6.2	9.0	7.5	5.9	7.5	4.2	4.9	4.1	2.7	4.9		
Season	6.7	5.3	6.4	8.9	7.2	5.3	7.7	4.2	4.9	4.1	2.9	4.9		
1964-65														
October	6.2	5.3	6.1	9.0	7.6	6.2	7.5	4.2	4.9	4.1	3.2	5.1		
November	6.3	5.4	6.2	8.9	7.5	6.1	7.4	4.2	4.9	4.2	3.3	5.2		
December	6.2	5.4	6.1	8.7	7.0	5.8	7.5	4.3	5.0	4.2	3.3	5.2		
January	5.7	5.2	5.6	8.4	6.6	5.1	7.2	4.2	4.9	4.1	3.3	5.0		
February	5.3	5.2	5.3	8.4	6.1	4.6	7.3	4.2	4.8	4.2	3.3	4.9		
March	5.3	5.1	5.2	8.3	6.0	4.2	7.2	4.2	4.7	4.2	3.2	4.8		
April														
May														
June														
July														
August														
September														
Season														

^{1/} Based on prices paid per specified unit: Frozen concentrated juices and fruit drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. ^{2/} 4-weeks (28-days) per month; 48-weeks per season. ^{3/} Frozen concentrated juices converted to ready-to-drink basis at 4 to 1; frozen concentrated fruit drinks approximated at 4.5 to 1. See table 15. ^{4/} Includes citrus blends.

Table 17.--Expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1963 to date 1/

Month and year 2/	Frozen		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Canned grapefruit sections	Chilled citrus salads	Fresh oranges	Fresh grapefruit
	Concentrated juices											
	Orange : Misc.			All								
	Dol.	Dol.		Dol.	Dol.	Dol.	Dol.					
1963-64												
October	1.68	---	1.44	.86	.80	.99	.76	.99	.83	1.07	.92	.70
November	1.69	1.13	1.55	.94	.81	1.00	.71	.94	.75	1.02	.89	.86
December	1.69	.99	1.49	.92	.79	.97	.71	.95	.69	1.01	1.00	.89
January	1.64	1.03	1.37	.97	.84	1.00	.75	.99	.77	1.06	1.12	.94
February	1.66	1.01	1.48	.93	.84	1.00	.75	.99	.86	1.17	1.14	.98
March	1.75	1.03	1.48	1.00	.82	.93	.73	.96	.71	.98	1.14	.98
April	1.78	1.07	1.42	.97	.83	1.00	.75	1.00	.77	1.20	1.18	1.07
May	1.68	1.02	1.53	.92	.82	.97	.74	.98	.78	.88	1.07	1.02
June	1.69	.96	1.49	1.01	.82	.99	.72	.95	.88	.94	1.00	.92
July	1.66	1.01	1.50	.92	.87	.97	.72	.96	.89	1.09	1.01	.84
August	1.62	1.02	1.59	.93	.86	1.02	.69	.92	.92	.99	1.03	.79
September	1.66	1.01	1.54	.94	.95	.98	.71	.96	.98	1.05	1.02	.79
Season	1.68	1.03	1.49	.94	.84	.98	.73	.96	.82	1.04	1.04	.90
1964-65												
October	1.78	1.08	1.54	1.05	.96	.98	.73	.98	.83	.93	.99	.72
November	1.66	1.05	1.54	.97	.84	.97	.72	.93	.91	.95	.89	.83
December	1.66	.97	1.54	.90	.80	.95	.72	.93	.85	.96	1.04	.90
January	1.71	1.03	1.39	.90	.85	.96	.72	.98	.76	1.04	1.10	.89
February	1.55	1.06	1.37	.88	.81	.99	.71	.97	.80	1.01	1.15	.91
March	1.53	1.07	1.37	.80	.88	.92	.71	.95	.82	.97	1.17	.93
April												
May												
June												
July												
August												
September												
Season												

1/ Based on prices paid per specified unit: Frozen concentrated juices, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks, and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 18.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1963 to date 1/

Month and year 2/	Frozen concentrated juices		Chilled orange juice		Canned single-strength juices			Canned strength fruit drinks		Frozen concentrated fruit drinks		Canned grape-fruit sections		Chilled citrus salads and sections		Fresh oranges		Fresh grape-fruit		Total
	Orange	Misc. 3/	Orange	Misc. 3/	Orange	Grape-fruit	Prune	Misc. 3/	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	dollars	
1963-64																				
Oct.	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Nov.	19,134	4,116	4,056	2,145	2,207	2,041	4,026	14,487	13,914	4,705	4,705	1,482	1,482	605	7,895	7,895	7,519	86,291		
Dec.	19,073	3,858	4,024	2,201	2,041	2,041	4,014	13,564	12,066	3,554	3,554	1,193	1,193	706	12,307	12,307	11,264	89,965		
Jan.	19,215	3,310	4,035	2,269	2,072	2,072	3,965	14,051	13,011	2,991	2,991	919	919	633	22,647	22,647	11,782	100,900		
Feb.	19,790	4,458	4,209	2,382	2,101	2,101	4,703	15,345	15,356	4,068	4,068	1,323	1,323	676	24,530	24,530	14,258	113,199		
March	19,190	4,511	4,675	2,159	2,300	2,300	4,855	15,350	16,954	3,842	3,842	1,317	1,317	761	25,215	25,215	14,467	115,596		
April	20,423	4,350	4,379	2,066	2,078	2,078	4,505	14,925	16,493	3,740	3,740	1,172	1,172	668	24,156	24,156	14,096	113,051		
May	21,018	4,960	4,969	2,173	1,853	1,853	4,550	14,793	17,790	4,942	4,942	1,356	1,356	834	21,668	21,668	11,474	112,380		
June	19,584	3,798	4,863	1,971	1,932	1,932	4,073	14,423	18,496	8,467	8,467	1,484	1,484	1,009	16,886	16,886	6,739	103,725		
July	19,469	3,736	4,602	1,955	1,744	1,744	4,174	13,655	17,634	8,328	8,328	1,751	1,751	951	12,202	12,202	3,892	94,093		
Aug.	18,290	3,601	4,381	1,757	1,869	1,869	4,335	13,250	17,995	10,483	10,483	1,938	1,938	870	7,908	7,908	1,595	88,272		
Sept.	17,968	3,656	4,335	1,791	1,655	1,655	4,234	12,590	16,006	7,325	7,325	1,684	1,684	788	6,136	6,136	1,165	79,333		
Season	20,200	3,591	4,397	1,827	2,008	2,008	3,964	12,722	14,651	5,405	5,405	1,692	1,692	667	6,478	6,478	962	78,564		
	233,354	47,945	52,925	24,696	23,860	23,860	51,398	169,255	190,366	67,850	67,850	17,311	17,311	9,168	188,028	188,028	99,213	1,175,369		
1964-65																				
Oct.	23,301	4,074	4,732	1,781	1,795	1,795	4,449	13,616	14,016	3,639	3,639	1,688	1,688	674	9,077	9,077	6,134	88,976		
Nov.	21,987	3,810	5,002	1,775	1,555	1,555	4,117	13,841	12,688	3,125	3,125	1,338	1,338	811	12,951	12,951	11,779	94,879		
Dec.	22,114	3,372	4,854	1,981	1,537	1,537	3,822	13,496	13,011	2,410	2,410	1,218	1,218	738	24,315	24,315	12,433	105,301		
Jan.	24,689	4,352	5,492	2,119	2,334	2,334	4,617	14,095	14,314	2,714	2,714	1,418	1,418	793	24,257	24,257	14,386	115,580		
Feb.	22,929	4,069	5,303	2,194	2,419	2,419	4,686	13,890	14,642	2,409	2,409	1,391	1,391	840	26,935	26,935	14,354	116,061		
March	22,196	4,496	5,184	2,039	2,790	2,790	4,461	14,144	14,012	2,803	2,803	1,408	1,408	860	27,117	27,117	15,262	116,772		
April																				
May																				
June																				
July																				
Aug.																				
Sept.																				
Season																				

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen oranges and grapefruit. 2/ 4 weeks (28 days) per month; 48-weeks per season. 3/ Includes citrus blends.

Table 19.--Average monthly consumer purchases and prices paid for citrus fruit, juices, drinks and other products,
January-March 1964 and 1965

Product	Total consumer purchases				Proportion of families buying		Purchases per buying family				Average prices paid	
	Volume - 1,000 units		Share of market		Pct.	Pct.	Number	Average each purchase		Quantity per month	Oz.	Cent
	Jan.-March 1964	Jan.-March 1965	Jan.-March 1964	Jan.-March 1965				Jan.-March 1964	Jan.-March 1965			
Juices	Gal.	Pct.	Pct.	Pct.	Pct.	Pct.	No.	Oz.	Oz.	Oz.	Oz.	Cent
Frozen concentrated:												
Orange	3,392	5,018	+47.9	20.4	28.7	20.8	1.9	19.0	23.0	36.9	44.1	27.4
Miscellaneous	977	975	- .2	5.9	5.6	7.8	1.7	16.4	16.9	28.7	30.5	21.3
Total concentrated	4,369	5,993	+37.2	26.3	34.3	---	---	---	---	---	---	6.5
Chilled orange	2,304	2,972	+29.0	3.5	4.2	5.4	2.5	39.9	42.5	96.5	98.3	44.8
Canned single-strength	Cases 2/											
Orange	415	471	+13.5	2.1	2.3	4.2	1.7	47.2	52.0	78.4	82.6	56.6
Grapefruit	587	755	+28.6	3.0	3.6	4.6	1.6	61.9	74.3	97.4	110.6	39.2
Prune	856	880	+ 2.8	4.3	4.2	8.6	1.7	44.7	45.4	76.9	79.1	32
Miscellaneous	5,076	4,673	- 7.9	25.8	22.6	36.6	2.0	53.3	52.4	106.9	102.3	31.9
Total canned	6,934	6,779	- 2.2	35.2	32.7	44.0	2.2	52.3	53.2	121.3	121.8	4.9
Total juices 3/	12,794	14,762	+15.4	65.0	71.3	---	---	---	---	---	---	5.7
Fruit Drinks	Gal.	Gal.										
Frozen concentrated	1,153	860	-25.4	7.6	5.5	---	---	---	---	---	---	15.8
Canned single-strength	Cases	Cases										
	5,396	4,816	-10.7	27.4	23.3	26.0	2.2	73.8	73.7	160.1	157.1	32.1
Total fruit drinks 3/ 3/	6,890	5,945	-13.7	35.0	28.7	---	---	---	---	---	---	4.1
Total Juices & Fruit Drinks	19,684	20,707	+ 5.2	100.0	100.0	---	---	---	---	---	---	5.2
Processed Citrus Fruit:												
Canned grapefruit sections:	155	181	+16.8	---	---	2.9	1.4	33.2	36.4	45.6	49.0	27.3
Chilled salads & sections:	Gal.	Gal.										
	232	309	+33.2	---	---	1.2	1.5	29.7	31.6	45.3	47.8	75.5
Fresh Citrus Fruit:	Doz.	Doz.										
Oranges	42,842	42,819	- .05	---	---	38.9	2.0	12.0	11.4	23.6	22.4	57.5
Grapefruit	12,655	14,672	+15.9	---	---	26.5	1.8	5.4	5.9	10.3	11.0	112.9
												100.0

1/ Includes three 4-week periods or 12 weeks. See tables 1-14. Calculations made from unrounded data. 2/ Equivalent cases of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates with concentrated juices converted at 4 to 1, and concentrated fruit drinks at 4.5 to 1. The latter is an approximation since purchases by concentration, which vary widely by season, are not known. *6-ounce serving.

CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit

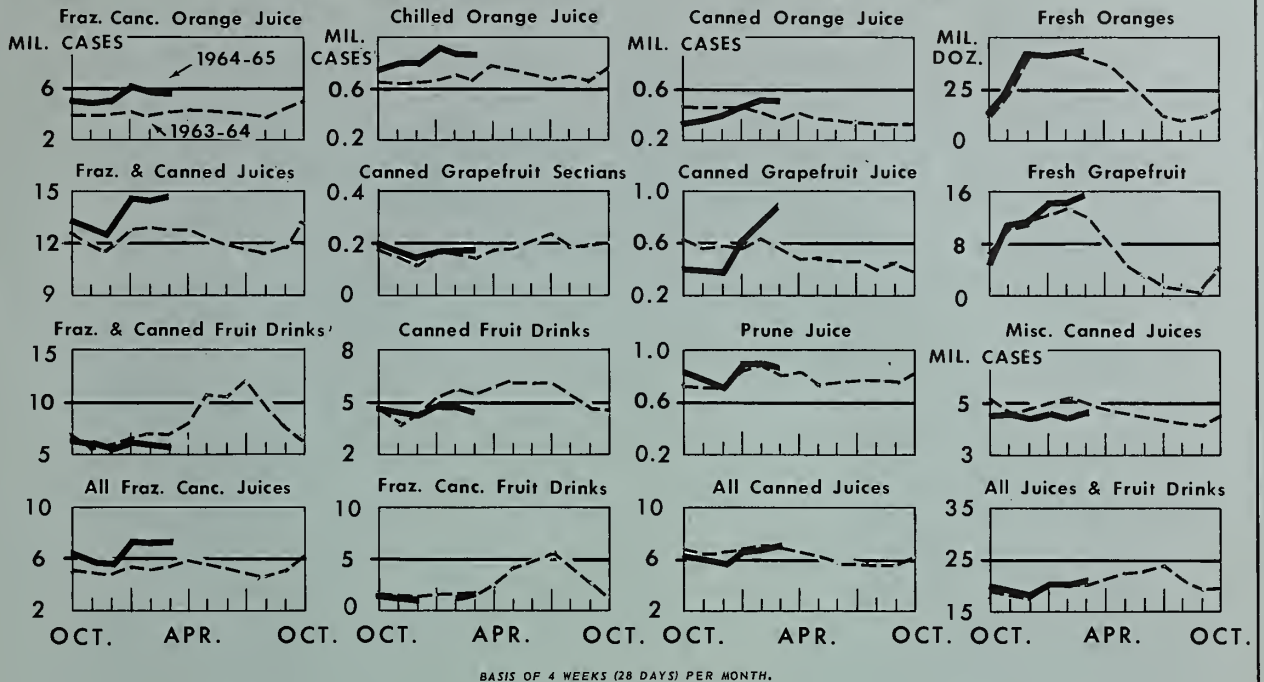


Figure 7

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2569 ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

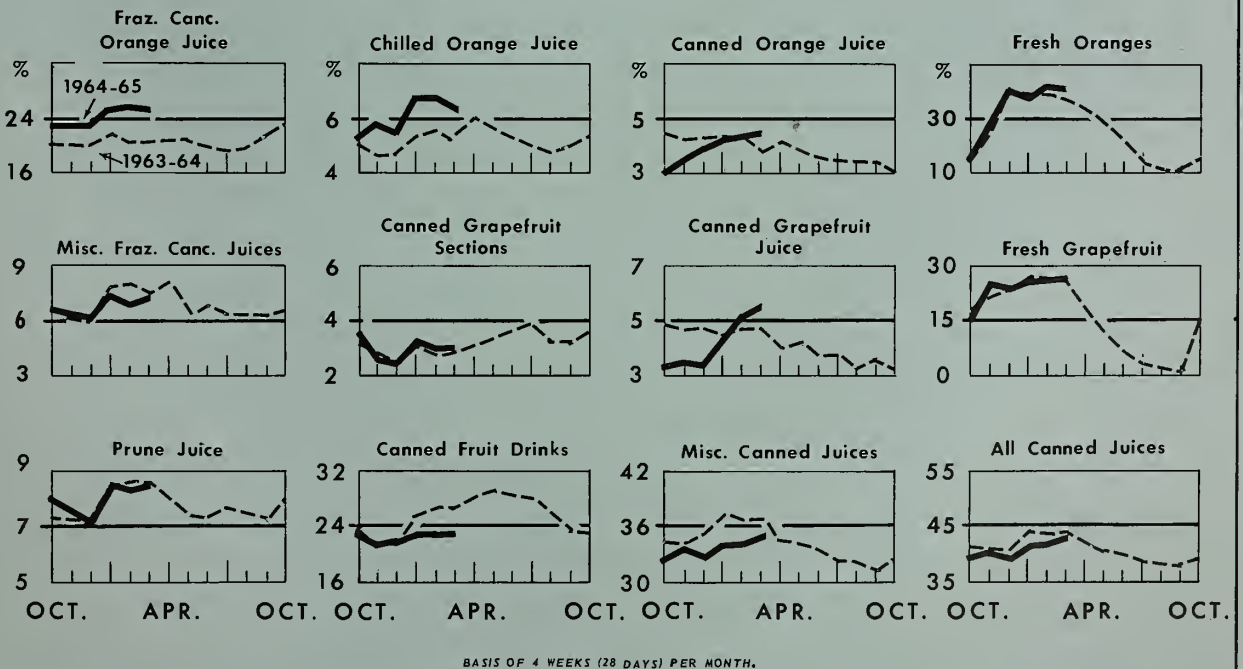


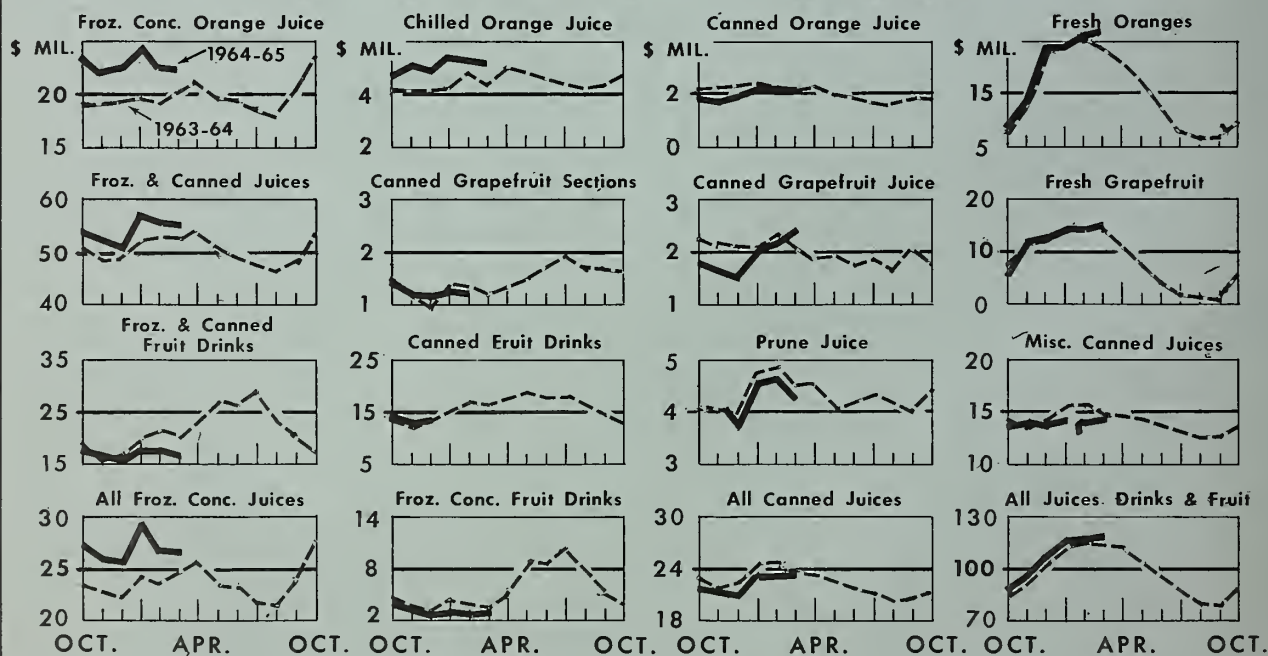
Figure 8

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2570 ECONOMIC RESEARCH SERVICE

Washington D. C. 20250

Official Business

CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS*Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit*

BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9